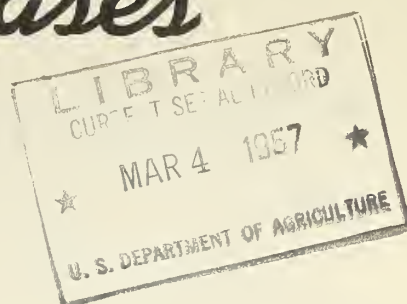


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Consumer Purchases of Selected FRUITS AND JUICES



in OCTOBER

1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN OCTOBER 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Frozen Juices, Refrigerated Juices, and Aides: As a result of larger purchases of frozen concentrated orange juice, total purchases of frozen concentrated juices by United States householders in October 1956 were up about 6 percent from September and were slightly higher than in October 1955. However, purchases of frozen concentrated juice, other than orange, were down for both periods. Householders' purchases of frozen concentrated orange juice were about 9 percent larger than in the preceding month and 2 percent larger than in October 1955. Prices paid by householders for frozen concentrated orange juice during October were about 0.4 cent higher per 6-ounce can than a year earlier but were about unchanged from September 1956 (fig. 4).

Purchase data for frozen concentrated grapefruit juice, obtained for the first time since December 1952, showed that 1.3 percent of the Nation's families bought about 100,000 gallons during October 1956. Prices paid averaged 14.3 cents a 6-ounce can (table 1). Purchase information relating to frozen concentrated grape juice was discontinued as of September 30, 1956.

Householders' purchases of frozen concentrated lemonade during October 1956 were up sharply from a year earlier, but showed a sharp seasonal drop compared with September (fig. 5). Increased purchases compared with October 1955 were due solely to more families buying. Prices paid by householders averaged 13.4 cents a 6-ounce can--about 0.6 cent less than in October 1955 (table 1).

Data on chilled orange juice, obtained for the first time in October 1956, indicated that householders bought about 1.1 million gallons during a 4-week period of that month. Approximately 3 percent of United States families bought the product, paying an average of about 37 cents per equivalent quart of juice (table 1).

Household buying of shelf-pack concentrate for orangeade during October 1956 was up about 15 percent from September and about 4 percent from October a year earlier. These gains resulted from an increased proportion of families buying, as the average quantity purchased per buying family was lower than in the earlier periods. Prices paid were about the same as in September 1956, but slightly higher than October 1955 (table 1).

Householders' purchases of canned single-strength orangeade in October 1956 were materially higher than in October 1955, but moderately smaller than

in September 1956. Prices paid were almost unchanged from the preceding month but were slightly lower than in October 1955 (fig. 5).

Canned Fruits and Juices: The volume of canned single-strength juices bought by householders in October 1956 was about 6 percent larger than in September, but was about 3 percent smaller than in October 1955 (table 2). Approximately 775,000 cases (equivalent No. 2 cans) of orange juice were bought by householders during October 1956--this was the lowest monthly volume reported since data were first obtained in October 1949. Purchases were almost 30 percent smaller than in October a year earlier and almost 8 percent smaller than in September 1956 (fig. 6).

Household buying of canned grapefruit juice was down about 14 percent from October 1955, but almost unchanged from September 1956. Purchases of lemon juice, although down seasonally from September, were larger than in October 1955 (table 2).

Householders bought a larger volume of prune juice but a smaller volume of tomato juice than in October 1955. Purchases of both prune and tomato juice, however, were larger than in the preceding month. Total purchases of all "other" canned single-strength juices were larger during October 1956 than in October 1955 (table 2). Purchase data pertaining to canned single-strength grape, pineapple, and orange-grapefruit blended juices were discontinued as of September 30, 1956.

Prices paid for prune and lemon juice during October remained about the same as those in October 1955. However, prices paid for orange, grapefruit, and tomato juice ranged from 2 to 4 cents higher per 46-ounce can.

Householders bought about 384,000 cases equivalent No. 2 cans of grapefruit sections during October 1956. This volume was bought by 6.7 percent of the Nation's families. Prices paid by householders for canned grapefruit sections averaged about 18 cents per 303 can (table 2).

Fresh Fruit: Purchases of fresh oranges by householders amounted to about 1.3 million boxes in October 1956, up slightly from September but about 21 percent lower than October 1955 (fig. 7). California-Arizona, and Florida, as well as unidentified oranges, were purchased in smaller volume than in October 1955. Decreased purchases of Florida and unidentified oranges, however, were primarily responsible for lower total purchases. Although prices paid for California-Arizona oranges averaged only 1 cent higher per dozen than October 1955, prices paid for Florida and unidentified oranges were up about 8 and 4 cents a dozen, respectively (table 3).

On a box basis, householders bought less than one half the volume of fresh grapefruit purchased in October 1955. Decreased availability as a result of a lag in shipments of fresh grapefruit from Florida during October 1956 compared with the same period in 1955 was the major factor in lower total purchases. Prices paid for fresh grapefruit in October 1956 were considerably higher--about 28.0 cents per dozen than in October 1955 (fig. 7).

Householders bought the equivalent of about 250,000 boxes of fresh lemons during October 1956 or about a 9 percent larger volume than in October 1955. Prices paid for fresh lemons averaged about 46 cents per dozen--about 0.5 cent higher than in September 1956 and about 2 cents higher per dozen than in October 1955 (fig. 7).

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, October 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	29.3	30.0	5,070	4,962	2.2	2.3	20.2	19.0	6	17.0	16.6
Grapefruit.....	1.3	1/	98	1/	1.4	1/	14.2	1/	6	14.3	1/
Other concentrates.....	2/	2/	434	579	2/	2/	12.7	15.5	6	18.2	15.4
Total.....	30.9	31.9	5,602	5,541	2.5	2.5	19.2	18.3			
Refrigerated juice											
Chilled orange juice.....	3.0	1/	1,146	1/	2.8	1/	35.5	1/	3/	36.8	1/
Concentrated ades											
Frozen											
Lemonade.....	3.8	2.5	350	230	1.6	1.5	15.6	16.7	6	13.4	14.0
Shelf-pack											
Orangeade.....	1.3	1.1	117	113	1.5	1.5	15.6	16.9	6	16.9	16.3
Single-strength ade											
Canned orangeade.....	3.4	2.8	484	351	1.8	1.7	71.9	64.1	46	26.9	27.5

1/ Data not obtained for this period.

2/ Information not available

3/ Per equivalent quart.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, October 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
					1956	1955	1956	1955			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	6.7	2/	384	2/	1.6	2/	35.5	2/	3/ 16	18.1	2/
Canned juices											
Orange.....	7.9	10.2	775	1,104	1.7	1.7	51.1	55.3	46	36.4	32.3
Grapefruit.....	8.0	8.8	884	1,033	1.6	1.6	61.8	65.2	46	27.9	25.3
Lemon.....	2.2	1.7	49	34	1.3	1.2	14.9	15.2	5½	12.1	11.8
Prune.....	8.1	8.1	687	576	1.9	1.7	39.2	37.5	32	32.2	32.2
Tomato.....	16.3	16.8	1,601	1,666	1.6	1.5	54.8	58.2	46	27.8	25.8
Total 4/.....	46.6	47.3	6,947	7,143	2.6	2.6	50.6	52.2			

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

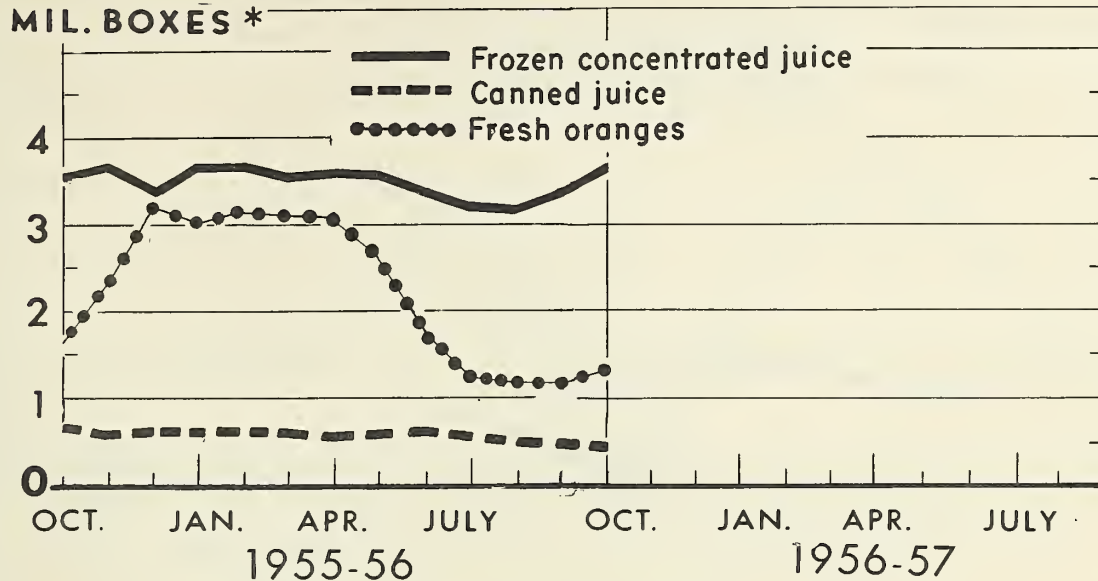
4/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, October 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
	1956	1955	1956	1955	Purchases		Quantity per purchase		1956	1955
					1956	1955	1956	1955		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	18.9	20.1	938	1,009	1.9	1.9	13.2	12.5	45.6	44.6
Florida.....	3.9	8.5	166	390	1.4	1.4	12.0	13.1	44.9	36.8
Unidentified.....	4.9	6.4	165	202	1.4	1.3	12.3	11.5	44.8	40.5
Total 1/.....	25.7	31.0	1,301	1,643	1.9	2.0	12.9	12.5	45.2	42.1
Grapefruit										
California-Arizona.....	1.9	2.5	69	73	1.5	1.3	4.6	4.1	98.9	104.6
Florida.....	6.6	11.9	200	494	1.4	1.5	3.5	4.4	129.1	85.9
Unidentified.....	5.4	10.0	156	377	1.3	1.4	3.5	4.2	124.5	93.1
Total 1/.....	12.8	22.4	444	984	1.5	1.6	3.8	4.3	118.7	90.7
Lemons.....	17.5	16.6	248	228	1.5	1.6	6.5	6.4	46.2	43.9

1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

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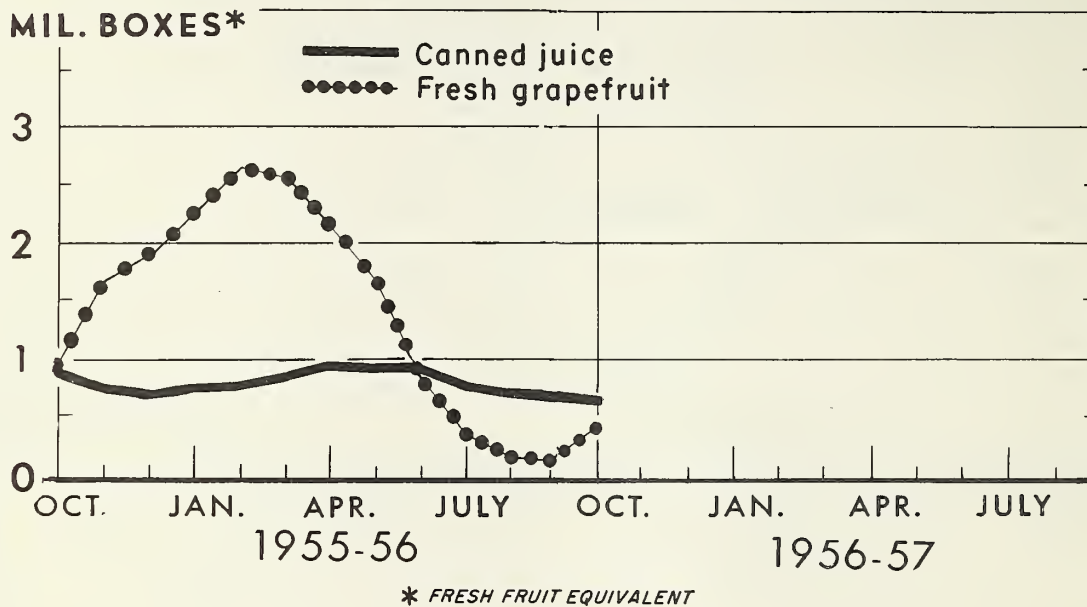
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,301	1,643	3,620	3,597	459	773	5,380	6,013
November.....		2,350		3,621		672		6,643
December.....		3,270		3,395		723		7,388
October-December 1/.....		8,020		11,471		2,337		21,823
January.....		3,008		3,671		747		7,426
February.....		3,142		3,649		715		7,506
March.....		3,126		3,569		693		7,388
October-March 1/.....		18,166		23,406		4,675		46,247
April.....		3,055		3,603		664		7,322
May.....		2,617		3,565		685		6,867
June.....		1,726		3,390		684		5,800
October-June 1/.....		26,041		34,916		6,865		67,822
July.....		1,268		3,201		612		5,081
August.....		1,160		3,147		552		4,859
September.....		1,129		3,310		571		5,010
Season 1/.....		29,875		45,455		8,467		83,797

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

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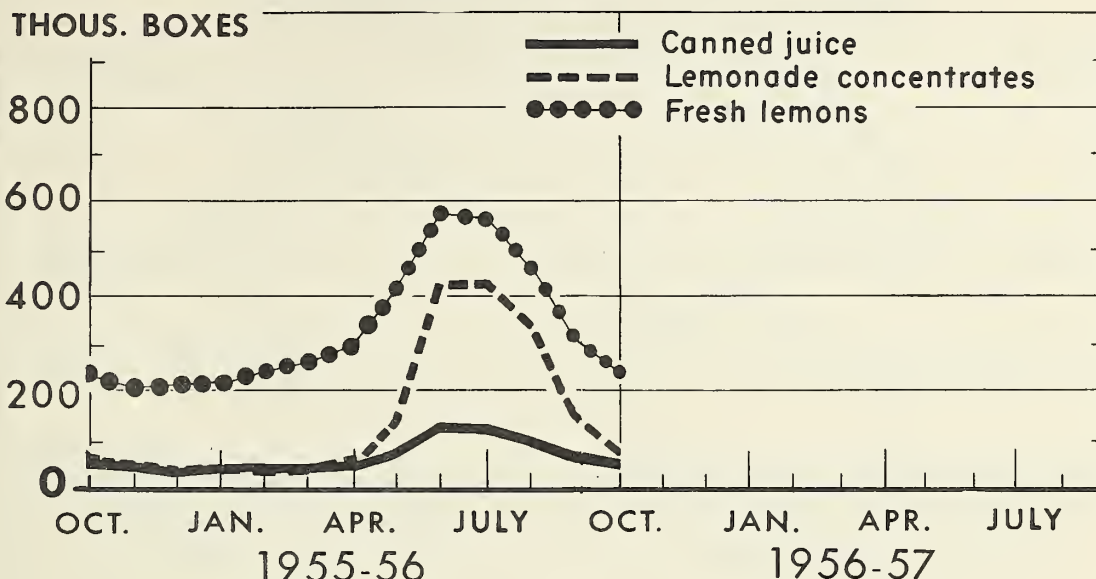
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	444	984	674	921	1,118	1,905
November.....		1,695		772		2,467
December.....		1,932		828		2,760
October-December 1/.....		5,165		2,722		7,887
January.....		2,246		882		3,128
February.....		2,672		877		3,549
March.....		2,543		962		3,505
October-March 1/.....		13,370		5,670		19,040
April.....		2,165		1,050		3,215
May.....		1,668		1,032		2,700
June.....		860		1,034		1,894
October-June 1/.....		18,411		9,034		27,445
July.....		353		868		1,221
August.....		184		792		976
September.....		161		771		932
Season 1/.....		19,142		11,653		30,795

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUITEQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3778-56 (12) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57 1,000 boxes	1955-56 1,000 boxes	1956-57 1,000 boxes	1955-56 1,000 boxes	1956-57 1,000 boxes	1955-56 1,000 boxes	1956-57 1,000 boxes	1955-56 1,000 boxes	1956-57 1,000 boxes	1955-56 1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	207	207	35	35	37	37	39	39	281	281
December.....	216	216	36	36	31	31	34	34	286	286
October-December 3/.....	713	713	129	129	125	125	133	133	975	975
January.....	218	218	37	37	32	32	37	37	292	292
February.....	242	242	42	42	34	34	36	36	320	320
March.....	261	261	42	42	37	37	40	40	343	343
October-March 3/.....	1,492	1,492	262	262	236	236	255	255	2,009	2,009
April.....	288	288	46	46	58	58	59	59	393	393
May.....	416	416	71	71	135	135	138	138	625	625
June.....	573	573	124	124	410	410	425	425	1,122	1,122
October-June 3/.....	2,876	2,876	528	528	894	894	937	937	4,341	4,341
July.....	563	563	117	117	415	415	426	426	1,106	1,106
August.....	457	457	96	96	341	341	351	351	904	904
September.....	309	309	65	65	137	137	141	141	515	515
Season 3/.....	4,303	4,303	815	815	1,870	1,870	1,946	1,946	7,058	7,058

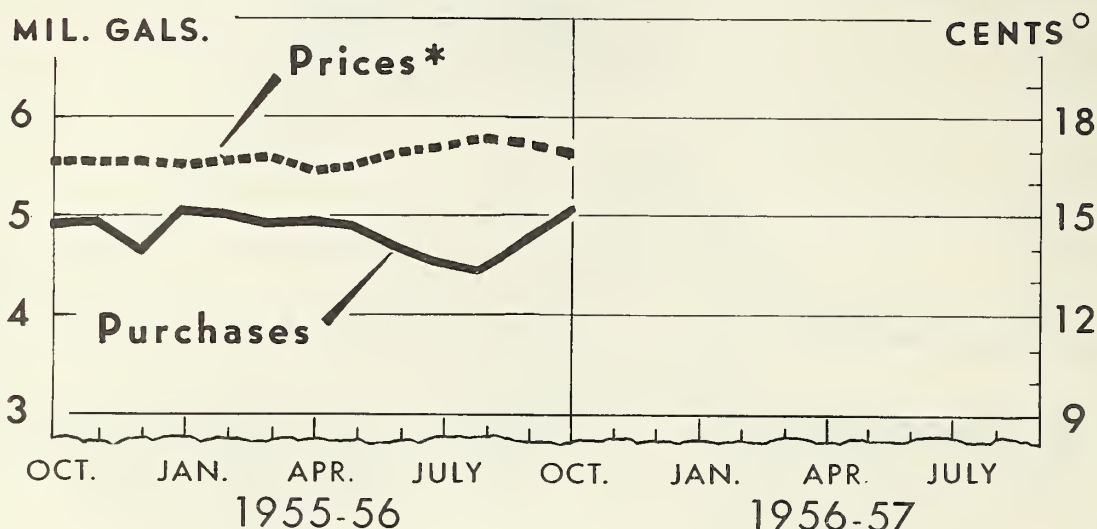
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-56 (12) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,070	4,962	17.0	16.6
November.....		4,995		16.6
December.....		4,683		16.7
October-December 1/.....		15,822		
January.....		5,043		16.6
February.....		5,012		16.7
March.....		4,903		16.8
October-March 1/.....		32,216		
April.....		4,970		16.4
May.....		4,917		16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid

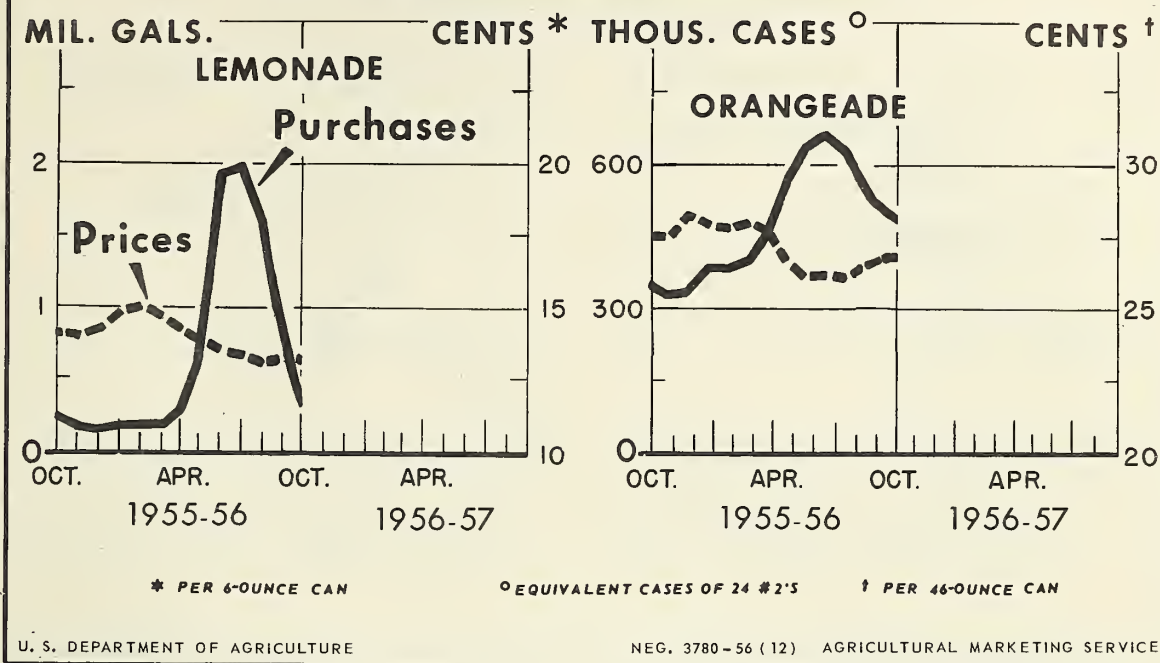


Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

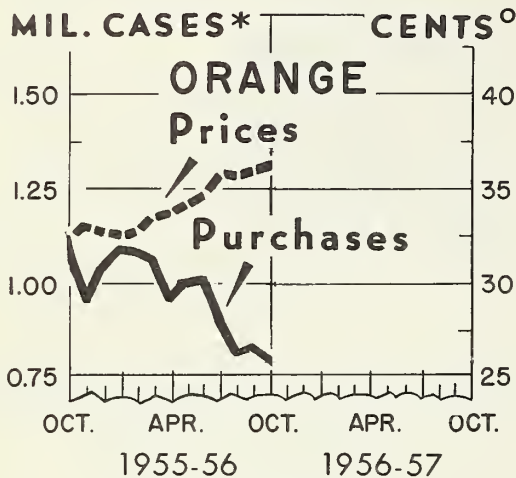
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....		174		14.0		326		27.3
December.....		147		14.3		330		28.2
October-December 2/.....		593				1,071		
January.....		153		14.8		379		27.9
February.....		163		14.8		379		27.6
March.....		177		14.7		393		28.0
October-March 2/.....		1,121				2,345		
April.....		273		14.2		446		27.6
May.....		640		13.8		563		26.7
June.....		1,942		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

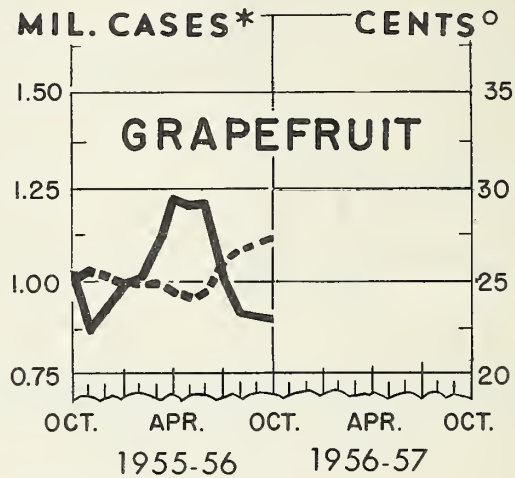
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24*2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-56 (12) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....		954		33.0		857		25.5
December.....		1,038		32.8		930		25.2
October-December 2/.....		3,351				3,059		
January.....		1,081		32.7		981		24.9
February.....		1,077		33.1		1,025		24.8
March.....		1,021		33.5		1,114		24.8
October-March 2/.....		6,801				6,439		
April.....		960		33.5		1,223		24.5
May.....		1,000		34.2		1,204		24.4
June.....		1,013		34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

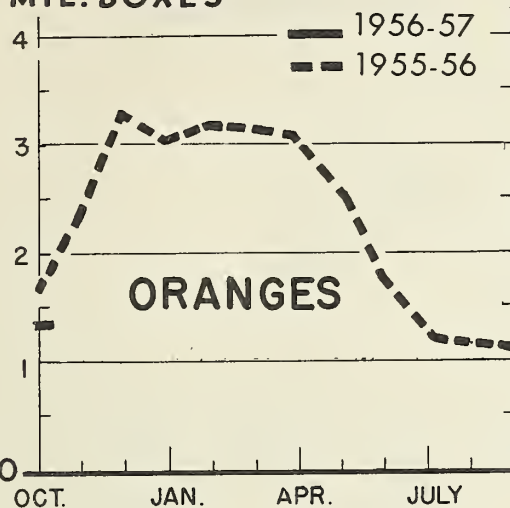
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

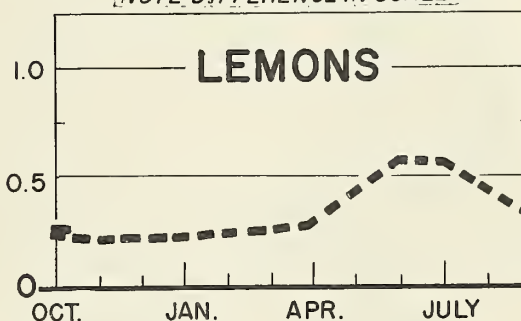
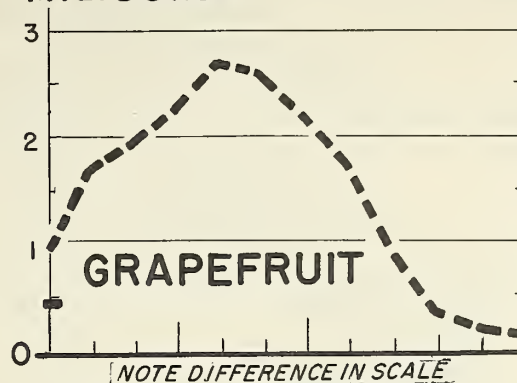
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3782-56 (12) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57: boxes	1955-56: boxes	1956-57: Cents	1955-56: Cents	1956-57: boxes	1955-56: boxes	1956-57: Cents	1955-56: Cents	1956-57: boxes	1955-56: boxes	1956-57: Cents	1955-56: Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....		2,350		37.9		1,695		80.1		207		45.5
December.....		3,270		39.4		1,932		77.8		216		46.8
October-December 1/.....		8,020				5,165				713		
January.....		3,008		41.4		2,246		77.9		218		48.1
February.....		3,142		43.7		2,672		73.4		242		46.3
March.....		3,126		44.9		2,543		76.0		261		44.6
October-March 1/.....		18,166				13,370				1,492		
April.....		3,055		45.8		2,165		81.1		288		42.5
May.....		2,617		51.5		1,668		91.3		416		40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		28,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

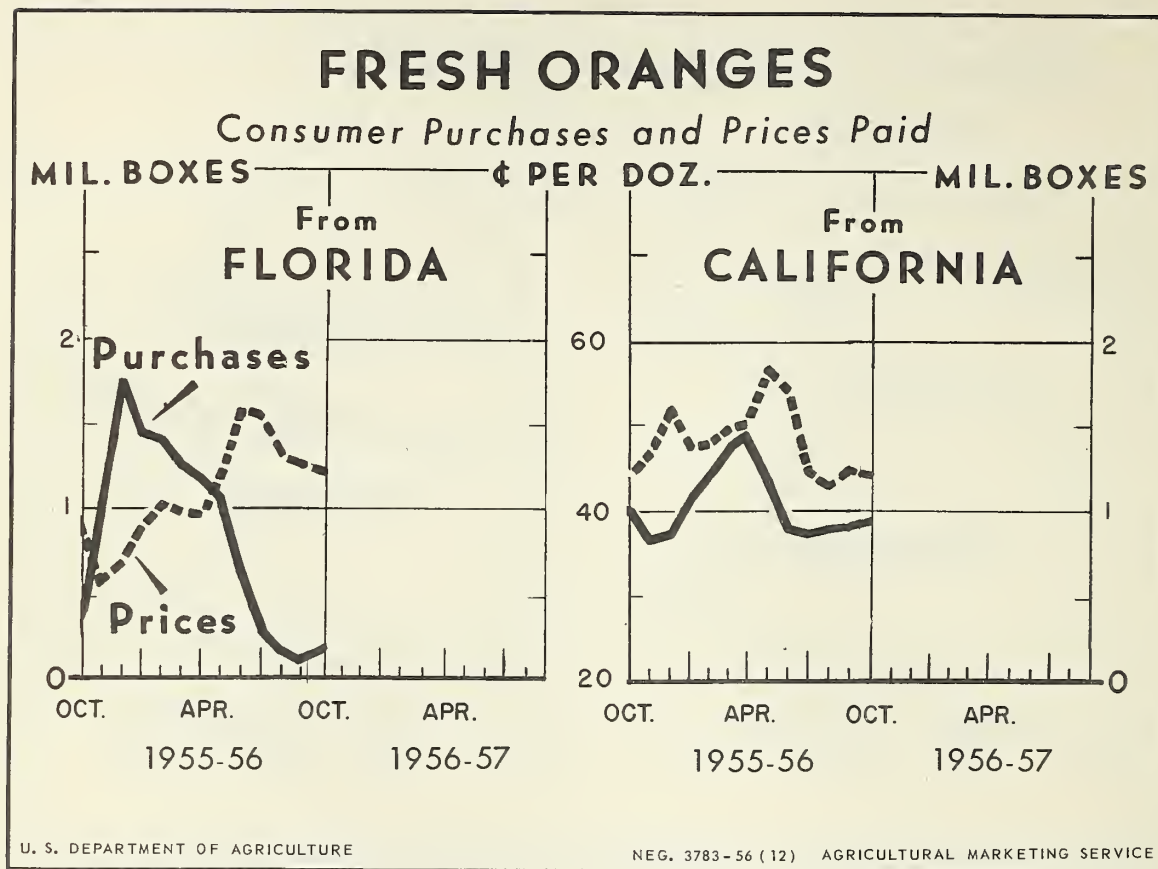


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....		1,081		32.0		842		47.0
December.....		1,765		33.8		871		52.2
October-December 1/.....		3,618				2,953		
January.....		1,427		37.5		1,063		47.4
February.....		1,399		40.2		1,191		48.0
March.....		1,261		39.6		1,384		49.8
October-March 1/.....		8,070				6,944		
April.....		1,186		39.7		1,458		50.3
May.....		1,065		44.5		1,190		56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

